
WISN-TV
(Milwaukee, WI)

**ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

NATIONAL REPUBLICAN SENATE COMMITTEE

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

10/24/12 - 10/30/12

Initials

1. Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17)

Date: _____

2. Original contract showing requested time (when available)

Date: 10/23/12 CC

3. Updated contracts as order changes.

Date: _____

4. Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any

Date: _____

Checklist Completed:

By: _____

Date: _____

ORDER



Orders
 Order / Rev: 966603
 Alt Order #: 06391573
 Product Desc: NRSC *ADD*
 Estimate:
 Flight Dates: 10/24/12 - 10/30/12
 Original Date / Rev: 10/23/12 / 10/23/12
 Order Type: GENERAL

WISN TV

Primary AE: Will Hildebrandt
 Sales Office: H-DC
 Sales Region: NAT

Agency
 Name: Strategic Media - DC
 Buying Contact:
 Billing Contact:
 3299 K St NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: NRSC National Republican Senate Co
 Demographic: A35+
 Product Codes: PLI Party Senate
 Priority: P-6
 Revenue Codes: POL, GENL, PLTCS

New Business Thru:
 Order Separation: 00:20:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$48,450.00	\$41,182.50
10/29/12	10/30/12	9	\$30,400.00	\$25,840.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$48,450.00	\$41,182.50	0.00
November 2012	9	\$30,400.00	\$25,840.00	0.00
Totals	25	\$78,850.00	\$67,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

Order Share	Share	Total
WISN TV	23%	\$78,850.00
Market	100%	\$342,826.09

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	1%	\$3,428.26
WCGV	0%	\$0.00
WDJT	32%	\$109,704.35
WITI	28%	\$95,991.30
WMLW	0%	\$0.00
WTMJ	15%	\$51,423.91
WVTV	1%	\$3,428.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WISN	10/25/12	10/25/12	News 5-6a M-F	CM	5-6A	---1---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---1--- 1 \$1,500.00 0.00															
E 2	WISN	10/29/12	10/29/12	News 5-6a M-F	CM	5-6A	1-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1----- 1 \$1,500.00 0.00															
E 3	WISN	10/25/12	10/25/12		CM	7-9a	---1---	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00

Order / Rev: 966603
 Alt Order #: 06391573
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRSC National Republican Senate Com
 Product Desc: NRSC *ADD*
 Estimate: WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA M-F Good Morning America														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---				1	\$5,000.00		0.00			
E 4	WISN	10/30/12	10/30/12	GMA M-F Good Morning America	CM	7-9a -1-----	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$5,000.00		0.00			
E 5	WISN	10/24/12	10/26/12	GENERAL HOSPITAL General Hospital	CM	1-2p --WTF--	:30	3	\$1,200.00	P-6	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,200.00		0.00			
E 6	WISN	10/29/12	10/30/12	GENERAL HOSPITAL General Hospital	CM	1-2p MT-----	:30	2	\$1,200.00	P-6	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,200.00		0.00			
E 7	WISN	10/24/12	10/26/12	KATIE DAY KATIE COURIC	CM	M-F 2-3P --WTF--	:30	3	\$500.00	P-6	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$500.00		0.00			
E 8	WISN	10/29/12	10/30/12	KATIE DAY KATIE COURIC	CM	M-F 2-3P MT-----	:30	2	\$500.00	P-6	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$500.00		0.00			
E 9	WISN	10/26/12	10/26/12	NIGHTLINE Nightline	CM	11p-1130p / 12-12:30a ----1--	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$2,000.00		0.00			
E 10	WISN	10/29/12	10/29/12	NIGHTLINE Nightline	CM	11p-1130p / 12-12:30a 1-----	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00		0.00			
E 11	WISN	10/29/12	10/29/12	Mon ABC Prime C Castle	CM	Mon 9-10p 1-----	:30	1	\$10,000.00	P-6	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$10,000.00		0.00			
E 12	WISN	10/30/12	10/30/12	Tues ABC Prime A DanceResults	CM	Tue 7-8p -1-----	:30	1	\$8,500.00	P-6	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$8,500.00		0.00			
E 13	WISN	10/26/12	10/26/12	POLITICAL DEBATE - LCM COMMITMENT 2012	CM	8-9P ----1--	:30	1	\$4,000.00	P-6	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$4,000.00		0.00			
E 14	WISN	10/27/12	10/27/12	Sa 5-6a Sa 458-6a	CM	456-6AM -----1-	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$500.00		0.00			
E 15	WISN	10/28/12	10/28/12	Sun GMA Sun GMA	CM	6-7a -----1	:30	1	\$850.00	P-6	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$850.00		0.00			
E 16	WISN	10/27/12	10/27/12	News Sat 7-9a News Sat 7-9a	CM	7-9am -----1-	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,000.00		0.00			
E 17	WISN	10/28/12	10/28/12	CHRIS MATTHEWS WKRM Chris Matthews	CM	1030-11a -----1	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$500.00		0.00			

